

DO NOT SHRINK OR ENLARGE

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MONARCH CIGARETTES

FULL FLAVOR 100's



\$00⁰⁰ PER CARTON

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



\$0⁰⁰ PER PACK

16 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method.

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IMPORTANT NOTICE

This advertisement complies with the legal requirement for the correct Surgeon General's Warning Statement and a "tar" and nicotine line which must appear in all cigarette advertising. **UNDER NO CIRCUMSTANCES ARE YOU TO RUN SUBSTITUTE MATERIALS, ALTER (EXCEPT IN PRICE AREA), OR OMIT ANY COPY WITHOUT PRIOR APPROVAL FROM FORSYTH TOBACCO PRODUCTS (919) 741-2613 OR USE THESE MATERIALS ON ANY DATE(S) OTHER THAN SHOWN.** These materials may appear only in ROP ads with a cover date between the period January 1 through March 31.

R.J. REYNOLDS TOBACCO CO.
THIS ADVERTISEMENT PREPARED BY
LONG, HAYMES & CARR, INC.
JOB NO.: 24327
COPY NO.: P2RRB813
COPY NAME: AD SLICKS: BRANDS WITH
BCDA ROTATION (Monarch ROP)
USE: 3-3/4" x 5-3/4"
MECHANICAL SIZE: 8-1/2" x 11"
COPYRIGHT: 4 POINT
QUARTER: N/R
WARNING
EXHIBIT: 2
STATEMENT: B
T & N: 8 POINT

51846 5795

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